



**Town of Edson**  
P.O. Box 6300  
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EDSON, Alberta Canada  
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**For Immediate Release**

# ***News Release***

## **Branding Initiative**

**Edson, Alberta, October 28<sup>th</sup>, 2015** – The Town of Edson is considering a branding refresh.

Over the past few years the Town of Edson has been working on a potential branding refresh to update and renew our current logo. The idea was to make the logo more recognizable, usable across numerous mediums and a bit more modern. Another goal is to unify our current logos and themes used by the Town into one main brand that can be recognizable as Edson.

We are currently seeking public feedback on two different design ideas.

Option 1 is the redesigned logo which keeps the same basic theme with the trees, river and hills, but with a bit more modern feel, more clear lettering, and bringing it back to the blue shades of the original Edson themes.

Option 2 is the Centennial logo which is currently being used with the Est. 1911 removed. This logo was adopted for the Centennial celebrations and has been utilized by the town in various forms since then.

A survey has been added to our website and Facebook/Twitter pages and any feedback we receive will be brought into consideration as Council decides which way to proceed.



OPTION 1



OPTION 2

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